

## Message Text

UNCLASSIFIED

PAGE 01 STATE 129028  
ORIGIN EB-07

INFO OCT-01 EA-09 ISO-00 STR-04 COME-00 TRSE-00  
CIAE-00 INR-07 NSAE-00 /028 R

DRAFTED BY EB/OT/STA:TO'HERRON:MH  
APPROVED BY EB/OT/STA:JSSPIRO  
EB/ITP:WBARRACLOUGH  
EA/J:DSMITH  
STR:SFALKEN

-----041814Z 069364 /46

R 040004Z JUN 77  
FM SECSTATE WASHDC  
TO AMEMBASSY TOKYO

UNCLAS STATE 129028

E.O. 11652: N/A

TAGS: ETRD, JA

SUBJECT: U.S. IMPORTS OF JAPANESE COLOR TELEVISION RECEIVERS

1. LATEST GOJ EXPORT STATISTICS SHOW 255,600 COLOR TELEVISION SETS WERE EXPORTED TO U.S. IN APRIL. THIS FIGURE HAS BEEN WIDELY REPORTED IN U.S. PRESS. TOTAL FOR FIRST FOUR MONTHS NOW STANDS AROUND 757,000 SETS. IF SHIPMENTS IN MAY AND JUNE ARE AT SAME RATE AS IN EARLIER MONTHS, SIX MONTH TOTAL WILL BE WELL OVER ONE MILLION SETS.
2. DURING NEGOTIATIONS LEADING TO OMA WITH JAPANESE, AMBASSADOR STRAUSS AGREED TO JAPANESE REQUEST TO ALLOW OMA PERIOD TO BEGIN JULY 1, 1977, INSTEAD OF JUNE 1, WHICH U.S. SIDE HAD ORIGINALLY SOUGHT, ON STRENGTH OF JAPANESE ASSURANCES THAT COLOR TELEVISION EXPORTS TO U.S.

UNCLASSIFIED

PAGE 02 STATE 129028

DURING FIRST HALF OF 1977 WOULD NOT EXCEED ONE MILLION SETS. ALTHOUGH THIS COMMITMENT WAS NOT INCLUDED IN WRITTEN PROVISIONS OF U.S.-JAPANESE AGREEMENT, IT IS AN IMPORTANT ELEMENT IN THE PACKAGE AND IS WELL-KNOWN IN INDUSTRY, LABOR, CONGRESSIONAL, AND MEDIA CIRCLES IN U.S. AT HIS PRESS CONFERENCE AFTER SIGNING OMA WITH AMBASSADOR TOGO MAY 20, AMBASSADOR STRAUSS STATED THAT JAPANESE HAD

ASSURED HIM THAT SHIPMENTS IN FIRST SIX MONTHS OF 1977  
WOULD NOT EXCEED ONE MILLION SETS.

3. EMBASSY SHOULD APPROACH MITI AT APPROPRIATE LEVEL TO  
EXPRESS OUR CONCERN OVER RATE OF SHIPMENTS IN FIRST FOUR  
MONTHS, PARTICULARLY APRIL, AND TO SEEK CONFIRMATION THAT  
EXPORTS OF COLOR TELEVISION SETS TO U.S. WILL NOT EXCEED  
ONE MILLION DURING FIRST HALF OF YEAR. CHRISTOPHER

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** IMPORT DATA, TELEVISION EQUIPMENT, NEGOTIATIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 04-Jun-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977STATE129028  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** TO\HERRON:MH  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770200-0200  
**Format:** TEL  
**From:** STATE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770690/aaaadawf.tel  
**Line Count:** 71  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 6a944685-c288-dd11-92da-001cc4696bcc  
**Office:** ORIGIN EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 25-Oct-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2277421  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** U.S. IMPORTS OF JAPANESE COLOR TELEVISION RECEIV- ERS  
**TAGS:** ETRD, ETEL, JA, US  
**To:** TOKYO  
**Type:** TE  
**vdkgvwkey:** odb://SAS/SAS.dbo.SAS\_Docs/6a944685-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009